

MURRAY PARKS AND RECREATION ADVISORY BOARD

Minutes of Meeting

Wednesday, May 8, 2013

Board Members in Attendance

Dani Murakami

Ted Eyre

Morgan Selph

Bob Vanbibber

Dana Dimitrich

The Parks & Recreation Board Meeting was called to order at 5:30 PM by Bob Vanbibber.

APPROVAL OF MINUTES

Bob Vanbibber made a motion to approve the February 13 board minutes as written. Morgan Selph seconded. Motion was unanimous.

CITIZEN COMMENTS

No Citizens.

WELCOME

Board welcomed Dana Dimitrich. And Dana took a moment to introduce herself and her background.

CONSIDER HEALTHWAYS (SILVER SNEAKERS) RENEWAL FOR THE PARK CENTER

Doug reviewed the Healthways (silver sneakers) program that the Park Center signed up with last year. When we became a Healthways participating club we were required to track all members attendance and educate/certify all of our Fitness Trainers for the one class a week we are required to offer. It has cost us a couple thousand dollars to get the trainers certified and the equipment necessary for the class. The class can be taken by any current Park Center member, Healthways participant, or walk-in client. The Park Center was hoping to get \$30,000 in revenue from signing with the Healthways program for each year, but they were very disappointed to only receive \$2,495 for 2012.

Between the months of December to March Healthways memberships increased 100%. We believe that the increase came from the Insurance companies advertising to their members with brochures after the first of the year. From the increase of memberships the income is now above \$1,500 already this year.

There are two types of plans within the program and one is for people over age 65 called Silver Sneakers; the second is for people under age 65 called Prime. For the Prime program we receive less money per visit, but are required to offer more services. We currently have 1 member in the Prime program. You can only sign up with Healthways if you take both plans. This leaves us with no opportunity to save money by only having the Silver Sneakers program. We earn \$3.50 per visit with a max payout per month of \$35 per member.

Marci has been approached by other companies, i.e. PEHP, that offer similar incentives to Healthways, but when we signed on with Healthways we agreed to use them alone and are unable to sign with any other insurance companies at this time.

Questions amongst the board were as follows: What is the goal of us having the Healthways program? Is it primarily revenue? Will we lose patrons to other facilities like the Sports Mall if we drop it? Are

they bringing a friend or family member that then joins as a non-Healthways membership at the Park Center? Are they choosing us off of Proximity? Are we finding that those in the Healthways program are new patrons to the Park Center? Are we doing any of our own advertising?

Doug informed us that we have added marketing to our newsletters and Murray Journal to help pass along information to the Murray residents. We meet their requirements to be a member can we ask Healthways to meet one requirement of marketing us in their newsletters or emails to members monthly?

The Park Center is currently committed to continue with Healthways through the end of 2013 and would like to know if they should renew. The decision needs to be made and by August 1, 2013. The board would like to see attendance and revenue from March to current to see if there are any increases. Doug offered to get the updated numbers for the next meeting to review.

Board suggested re-evaluating in July to see if memberships have still increased.

CAPITOL PROJECT FUND FOR PARKS & RECREATION AND GOLF COURSE BUDGETS

No motion needed at this time. Doug would like feedback from the board if anyone sees something they would like brought to attention at the city council meeting next Tuesday, May 14th that Doug will be attending.

Doug then went through how the different budgets are built, and that the budgets are approved in June, and then brought in to effect on July 1st.

The overall budget for the city is \$100 Million. \$60 Million of that goes to enterprise and utility funds, i.e. power, water, sewer, storm water, golf course. This is fee based, meaning what they spend they cover with fees like our utilities. The remaining \$40 Million goes into a General fund Budget which is tax supported services that come from property tax, sales tax, user fees, fines and charges, franchise fees, etc.. In 2013 the City's General fund budget is \$41 Million, and seems to be a little high going forward.

"____" asked if any of that money is taken out to go to the Capital improvement fund.

Doug explained that the Capital Improvement fund is a separate fund that receives monies from what is left over after they fund the General Fund and whatever money the city receives. Capital money fluctuates every year because of the difference from the General fund and the excess revenue from the City. There are years when there is no money. The city is responsible for keeping a reserve fund of up to 18% and a minimum of 5%. But the max may have just been raised to 20%. The City typically keeps the max in the reserve from the general fund.

The General fund is the operating budget, the day to day operations like to turn the lights on, pay the employees, turn water on, etc. Parks & Recreation gets about \$5.6 Million. City can take money from the Enterprise fund to make adjustments as needed.

The Capital Fund is \$4.7 Million and is meant for capital projects that include public works like the gas tax for road projects. This next year the fund is scheduled to go for the following items: Amphitheater roof is leaking and needs be replaced, \$10,000 for new roof, carpet in Parks office \$5,000, carpet in park center \$10,000, Heritage Center entrance completion \$6,000, Cemetery is getting fire/water proof cabinets, Heritage Center is getting exercise equipment, Parks office roof needs to be repaired \$25,000, Park Center competition pool needs to be re-plastered \$55,000, Heritage Center needs new oven and

Steamer \$14,000, 2 pick-ups truck that need to be replaced in Parks Maintenance for \$182,000. There is currently no money allocated for pavilion replacement, restroom replacements, and new playgrounds. Currently there is not as much money put into this budget for next year.

“ _____ ” asked if moving the Parks and Recreation offices over to the new City offices was ever considered to save money for the new roof. Doug responded that it was discussed, but the committee decided not to move Parks and Recreation. They liked the idea of having recreation and park staff and park maintenance together instead of separating the parks maintenance out on its own.

Doug discussed that the Murray High School swim team is going to attempt to fundraise to assist with money to use for the competition pool in the Park Center that they train in. It may be easier to ask for money from the Mayor from the city. Murray city also has investments in the pool for its MAC programs and Water Polo.

The budget paperwork has a page that shows details of what is spent in different categories like fuel, training, etc.

Murray Parkway Golf Course has fewer employees and no expense of buying food for the Café that is now being contracted to an outside Vendor. This also makes it so the revenue goes down quite a bit. The projection is \$291,000. If we meet the resident projections and don't over spend the expenses, we should be able to put \$65,000 in reserves to go towards the irrigation project. It is difficult to pay in stages, but they are currently at \$500,000 so it is already about half way there. This is fairly low, but it will be used to buy slurry seal on the parking lot, new roof on half of the club house, and couple of irrigation vehicles and a leaf blower. It seems to be still making money and we are one of the few courses in Utah that actually generates income.

Last year at the Murray Parkway Golf Course we made \$1.6 Million and we put \$263,000 in reserves. Last year we made a profit of \$263,000 because of the season lasting so long. If we bring in more money, we will put more money in reserves, but it is currently based on a profit of \$65,000. The new café operator gives us 11% of their gross sales. Last year, before we contracted out the café, we had \$140,000 in food sales. We used that to create a projection of \$15,000 for the upcoming year. There is a detailed revenue report you can look at more details. Our projection is low.

The new roof will most likely start install in the fall when it slows down. The clubhouse was built back in 1986 they put sheet metal under half the roof to protect the employees from EMS (Electronic magnetic Fields) that so many citizens were concerned for health of people under power lines. Studies are now showing that problems with EMS are a myth, but because of the sheet metal, when the wind blows more than 10 mph the nails come up from the shingles and pull up. We may replace the half with metal roofing and then as funds increase we will replace the second half.

DIRECTOR'S REPORT

The Golf Course went with online advertising and it seems to be working great. They are working on a phone app to go along with it. You can get on their website parkwaygolf.org and make tee time reservations and sign up for email blasts. Decided on the company that was \$16,000 instead of \$18,000 and we traded a couple of tee times for them. They are currently developing a mobile app for us. Staff is still adjusting to the software, but every new system is a challenge.

We contracted out the Café at the Golf Course the group has been working on getting it up and running and just got their beer license. They are now able to sell beer out on the course.

Southwood Park is all finished and looks nice. They have a new playground as well and a new roof on the pavilion. The restrooms are brand new. Go take a look.

Hidden Village is almost complete. They are still missing their big playground feature shipped in.

Recreation staff is busy getting summer programming up and running. They are currently finishing all of their spring stuff done.

There was a canal break that happened two weeks ago and caused Winchester Pond to dry up. There is no water to flow into it right now, unfortunately it is very smelly and not as attractive so we are receiving a lot of complaints. Hopefully as soon as the canal is fixed we will be back to normal there.

The City has been sued by one individual who slipped and fell at the Park Center outside the competition pool doors. The City lost the suit and is ordered to pay \$60,000 to the individual towards \$20,000 in medical bills and rest to pain and suffering. Attorneys are going to appeal this case because we see no reason to have any pools if anyone can come in and sue because they slip on water at a pool.

We were sued by the families of two individuals that drowned in the Jordan River while kayaking in 2010. They are saying that the Jordan River Parkway is part of our parks and we should have done a better job of warning people of the hazards of kayaking in the river. This is still in process and could possibly continue for years.

QUESTIONS

Dani Murakami asked about a piece of property in her neighborhood on 5900 south 700 west, they are building a new subdivision. It has been approved for sale to the Jones. The city approved a re-zone and did a surplus on the property last night this will allow Jones to purchase it.

ADJOURNMENT

Dana Dimitri made a motion to adjourn the meeting until June 12th. Bob Vanbibber seconded that motion. Motion was unanimous.